

## ORDER



**Orders**  
**Order / Rev:** 720892  
**Alt Order #:** 06366091  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 1483  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$147,400.00	\$125,290.00
10/29/12	10/29/12	9	\$29,400.00	\$24,990.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$147,400.00	\$125,290.00	0.00
November 2012	9	\$29,400.00	\$24,990.00	0.00
<b>Totals</b>	<b>54</b>	<b>\$176,800.00</b>	<b>\$150,280.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/23/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	4	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$2,500.00		0.00						
E 2	WKYC	10/23/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	8	\$1,000.00	P-5	0.00	NM	8	\$8,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$1,000.00		0.00						
E 3	WKYC	10/23/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$2,000.00	P-5	0.00	NM	8	\$16,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$2,000.00		0.00						
E 4	WKYC	10/23/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$3,800.00	P-5	0.00	NM	4	\$15,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$3,800.00		0.00						
E 5	WKYC	10/23/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	4	\$8,000.00	P-5	0.00	NM	4	\$32,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: Restore Our Future  
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	10/23/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	4	\$8,000.00	P-5	0.00	NM	4	\$32,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		4			\$8,000.00			0.00			
E 6	WKYC	10/23/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	4	\$3,800.00	P-5	0.00	NM	4	\$15,200.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		4			\$3,800.00			0.00			
E 7	WKYC	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$2,800.00	P-5	0.00	NM	4	\$11,200.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		4			\$2,800.00			0.00			
E 8	WKYC	10/23/12	10/26/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - -	:30	4	\$4,500.00	P-5	0.00	NM	4	\$18,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		4			\$4,500.00			0.00			
E 9	WKYC	10/24/12	10/24/12	Wed Prime C Wed Prime C	CM	10-11p	- - W - - -	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W - - -		1			\$8,000.00			0.00			
E 10	WKYC	10/27/12	10/27/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	- - - - - S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S-		1			\$3,500.00			0.00			
E 11	WKYC	10/27/12	10/27/12	Sat Prime C Sat Prime C	CM	10-11p	- - - - - S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S-		1			\$3,500.00			0.00			
E 12	WKYC	10/27/12	10/27/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	- - - - - S-	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S-		1			\$3,800.00			0.00			
E 13	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S		1			\$3,000.00			0.00			
E 14	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M - - - - -	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		1			\$2,500.00			0.00			
E 15	WKYC	10/29/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M - - - - -	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		2			\$1,000.00			0.00			
E 16	WKYC	10/29/12	10/29/12	M-F 5-6p Dr. Phil	CM	5p-6p	M - - - - -	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		1			\$2,000.00			0.00			
E 17	WKYC	10/29/12	10/29/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M - - - - -	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		1			\$3,800.00			0.00			
E 18	WKYC	10/29/12	10/29/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M - - - - -	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M - - - - -		1			\$8,000.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 18	WKYC	10/29/12	10/29/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M- - - - -	:30	1	\$8,000.00	P-5	0.00 NM	1	\$8,000.00
E 19	WKYC	10/29/12	10/29/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M- - - - -	:30	1	\$3,800.00	P-5	0.00 NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M- - - - -		1				\$3,800.00		0.00		
E 20	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$2,800.00	P-5	0.00 NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M- - - - -		1				\$2,800.00		0.00		
E 21	WKYC	10/29/12	10/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M- - - - -	:30	1	\$4,500.00	P-5	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M- - - - -		1				\$4,500.00		0.00		
Totals													54	\$176,800.00